



Former Pugh's Tire site and the future location of Go Science

The driving force behind the property acquisition was the opportunity to bring a science museum and education center to Greenville's Uptown District. Through a partnership with the Eastern North Carolina Regional Science Center (Go-Science), the Redevelopment Commission envisions the 9,000 square foot Pugh's building being transformed into a science center inclusive of exhibit space, a portable planetarium and ultimately a Challenger Learning Center that will provide hands-on science training through the use of space shuttle mission simulator technology.

Under the proposed development scenario for the property, Go-Science will up-fit the property in stages, will be responsible for providing the programming, and ultimately will purchase the building from the Redevelopment Commission. It is expected that refurbishment of the building will begin in the spring of 2011. For more information on Go-Science, please visit [www.go-science.org](http://www.go-science.org)

## Science Center Project Moves Forward

The waning days of 2010 brought good news as the Redevelopment Commission completed the purchase of the former Pugh's Automotive Center building located in the 700 block of Dickinson Avenue. The once busy tire and service center has been idle for more than a year after the Pugh's company moved their business to a larger location on Dickinson Avenue. With its location in Greenville's Uptown Commercial District and just blocks from East Carolina University, the Dickinson Avenue site is ideal for a science center.



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### Mission Statement

*"To assure that Greenville, North Carolina is a better place to live, raise a family, and do business while improving the safety, security, image and economic vitality of the urban core and the neighborhoods of West Greenville"*

## Parking Review Gets Under Way

At the request of several business and property owners, City staff is partnering with Uptown Greenville to conduct a strategic review of Central Business District (CBD) parking. In most downtown settings across America, parking is one of the key factors that can make or break successful revitalization programs and Greenville is no different. With an inventory of more than 500 off-street parking spaces, Greenville's CBD has been able to adequately accommodate visitors to date. With new businesses and residential development on the horizon however, those spaces may be squeezed more than ever in the coming years making this an appropriate time for a parking review.

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The parking review will focus on three primary areas to include current use and demand, future demand, and parking fee structures. The review process kicked-off with a well attended business owner meeting in November, during which representatives of some two-dozen businesses expressed their ideas and concerns regarding parking in the district. That meeting will be followed by additional opportunities for public comment as the review continues in 2011.

Next steps in the process include distribution of a parking survey to area business and property owners. The survey results will be a vital tool in order for city staff to understand the current and future parking needs of area business and building owners. In addition, city staff will be completing a parking demand study that will provide insight into how and when a particular parking lot is used by visitors.

It is expected that the parking review will generate a variety of new parking management strategies which will be discussed during public meetings and then forwarded for review by appropriate City commissions and ultimately by the Greenville City Council. Comments regarding parking in the central business district may be logged on Uptown Greenville's web site at [www.uptowngreenville.com](http://www.uptowngreenville.com)



**Parking Pay Stations Coming in 2011**

## Small Business Development Update

Despite the difficult economic climate of the past few years, several new businesses have chosen to locate in Greenville's revitalization areas over the last few months. Several of these businesses have chosen to take advantage of one of several business assistance programs developed by the Redevelopment Commission.

Recently, the Redevelopment Commission reintroduced the West Greenville Building Blocks Grant. This façade grant program was temporarily placed on hold due to a lack of participation, but a resurgence in inquiries led to the program's reinstatement. The next application due date for this program is Friday, March 4, 2011.

The summer cycle of the Small Business Plan Competition resulted in the award of three grants, all of which were in the Center-City area. The winter application cycle has recently ended, with a total of seven applications under review. Awards are expected to be made in February.

## Pay Station Project

One component of the Reade & Cotanche Streetscape Project that remains to be completed is the installation of parking pay stations. The streetscape improvements which were part of the City's Streetscape Master plan brought safety, parking and aesthetic improvements to the blocks surrounding the intersection of Reade and Cotanche Streets. With the heavy demand for parking in the project area, pay stations were identified as an appropriate management tool.

Parking pay stations have a number of benefits to include their ability to help facilitate the turnover of parking spaces, their ability to improve the effectiveness and efficiency of parking enforcement personnel, as well as increased convenience for patrons. For example, the pay stations selected for use in Greenville's Uptown area are equipped with debit/credit card readers thus eliminating the need for patrons to find change to feed the meters.

Based on a competitive procurement process, the Redevelopment Commission has purchased ten pay stations from Duncan Solutions. These stations will be installed in phases, with the first stations installed in the Reade & Cotanche area in February. Following installation, the public will be given time to adjust to the new systems prior to the start of enforcement.